DOCUMENT RESUME

ED 166 710 CS 204 675

TITLE Accredited Journalism and Mass Communications Education.
INSTITUTION American Council on Education for Journalism.
PUB DATE 78
NOTE 25p.
AVAILABLE FROM American Council on Education for Journalism, School of Journalism, University of Missouri, Columbia, Missouri 65211 (single copies free)

EDRS PRICE MF-$0.83 HC-$1.67 Plus Postage.
DESCRIPTORS *Accreditation (Institutions); *Educational Programs; Employment Opportunities; Evaluation Criteria; Higher Education; Journalism; *Journalism Education; Mass Media; News Media; Newspapers; Professional Associations; Program Evaluation

ABSTRACT

Following an explanation of the policy, procedures, and standards that the American Council on Education for Journalism (ACEJ) uses to make its evaluations of school programs, this brochure lists the accredited programs. Individual entries contain the name and location of the institution, the department, the administrative head, the accredited programs, and the most recent date of accreditation. The brochure also provides a list of employment opportunities in the communications field, a bibliography about careers in journalism and mass communication, and a list of ACEJ members. (RL)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY.

ED166710

Accredited Journalism and Mass Communications Education

CS204675

American Council
On Education
For Journalism

1978-79

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

ACEJ

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

Copyright 1978, ACEJ

Formerly "Accredited Programs in Journalism"

Liberal Education for Journalism

Successful careers in journalism and mass communications demand that you know as much as possible about a wide variety of subjects. If it's not too late, make your high school program a combination of 'solid' courses in the arts and sciences—and a wide variety of extracurricular activities. You'll no doubt enjoy working on your high school paper, or yearbook or radio station, but you shouldn't limit your activities to those areas.

Journalism and mass communications require the broadest kind of knowledge and experience, which you can gain only by participation. At the same time, of course, you need to be careful not to overindulge in any of your activities, or to spread yourself so thin among so many of them you lose out completely in some important area.

Read the ACEJ accrediting standards. Note that they recommend that only about one-fourth of your undergraduate work should be in professional journalism and mass communications, and those courses should be concentrated in the last two years of a four-year program.

To get the broad and liberal education you need in college, you will choose most of your freshman-sophomore courses and about half of your junior-senior courses from such fields as anthropoligy, economics, esthetics, history, literature, management, marketing, philosophy, political science, psychology, sociology, speech and other arts and sciences.

In your undergraduate work, you'll take about three liberal arts-social science courses for each course you take in professional journalism. Specialties being what they have become in education, journalism has been called "the last bastion of the liberal arts."

You must love to write. Well. The liberal education you gain, plus deep respect for language and devotion to the art of expressing yourself in writing, will provide the base for your professional education in journalism and mass communications.

You may agree that the combination of professional journalism and mass communications, and liberal arts and sciences is superior to a straight liberal arts program. It has been a common experience that students with a professional education in journalism and mass communications not only start with a distinct advantage over students without that specialized training, they stay well ahead of them.

The same general liberal arts and sciences philosophy applies if you are preparing for graduate work in journalism or mass communications.

Accrediting Authority

The American Council on Education for Journalism, representing both educational and professional media organizations, is the agency formally recognized by the Council on Postsecondary Accreditation and H.E.W. for accreditation of programs for professional education in journalism and mass communications in institutions of higher learning in the United States.

What is Accreditation?

Accreditation means that the overall unit and the program or programs to which that term is applied have been evaluated by a team of educator, media and industry professionals; and that the evaluation team, the Accrediting Committee and the American Council on Education for Journalism have agreed that the overall unit and the program(s) meet the standards set forth in this booklet.

ACEJ does not "rate" schools or put them in any rank order. That a program is listed as accredited demonstrates that the administration and faculty of the school have passed a thorough examination by their peers. It also means that the school has undergone a penetrating self-study which emphasized attention to innovative educational and training techniques.

Educational Innovation

It is the policy of ACEJ to encourage experimental and innovative educational programs. This is in keeping with the traditional American system of higher education that provides for a variety of approaches toward a common educational objective. Education for journalism and mass communications should follow this tradition.

Fees

Normal accreditation fees are $300 for the unit, plus $1,200 for a single undergraduate and $1,800 for a single graduate sequence, and $500 for each additional sequence.

Schools without currently accredited sequences must pay an application fee of $100 when ACEJ is invited to conduct an evaluation. The $100 will apply on the fee for the first (or single) sequence when the evaluation is made. If the school cancels the evaluation after it has been scheduled, the $100 application fee will not be refunded.

In the event a school requests an evaluation at a time differing from the ACEJ national schedule, and the request is approved, the school shall stand the full cost of the visit if the cost exceeds the normal accreditation fees.

When a school from which accreditation has been withheld requests an immediate revisit, the school must also pay the full cost of the visit if the cost exceeds the normal accreditation fees.

An evaluation will not be made unless all accreditation fees are paid.

Complaint Procedure

Heads of journalism and mass communications units with accredited sequences are urged to communicate to all journalism and mass communications students the information that the American Council on Education for Journalism invites students to report instances in which they can present evidence that a school is violating the standards set for accreditation by ACEJ. Such reports should be addressed to the president of ACEJ, who will take appropriate action with careful

attention to the due process rights of both the student and the school.

Unit heads are informed at the time the unit is accredited or reaccredited that one of the basic values of the accrediting procedure is the opportunity to expose the faculty to the comments of the evaluation team. This exposure to the comments of the team has the effect of stimulating faculty members who disagree with the viewpoint of the team to communicate with ACEJ by writing their opinions to the president. It is the practice of ACEJ in such cases either to consider the objections at a regular meeting of the Council, or to pass them directly to an ad hoc committee whose actions would depend upon the gravity of the charges or complaints submitted by the faculty members.

In all cases, of course, the school, students and faculty members are informed about the regular appeal process which schools may use when, in the opinion of the school, the action taken by ACEJ is unfair.

Accrediting Standards

Minimum standards for accrediting:

Since journalism and mass communications constitute vital educational forces in our free society, the education of personnel in these fields is a major obligation of institutions of higher learning.

The traditional American system of higher education is one that provides for a variety of approaches toward a common educational objective. Education for journalism and mass communications should follow this tradition.

At the same time, diversity should not be a defense for incompetency. The public as well as professional interest calls for a broad evaluation of performance based upon acceptable minimum standards.

Education for journalism and mass communications is an art involving the highest skills of pedagogy. When ACEJ is asked to examine a journalism unit, representatives of ACEJ will conduct dual examinations. One will be an examination of the entire unit, whether it is called a department, division, school or college. The second examination will be of individual sequences or programs for which the unit has requested accreditation.

In the case of large, all-inclusive units, agreement must be reached in advance if certain programs or sequences are to be omitted from the overall unit examination. For example, some communication units include theater and speech therapy. ACEJ does not examine such programs.

The unit must designate the programs or sequences that are to be examined.

After agreement on the limits, ACEJ will conduct its dual examination. At the overall unit level, basic guidelines will be applied. A more exacting and personal examination will take place at the sequence or program level.

At the sequence level ACEJ will evaluate the quality of classroom and laboratory instruction and counseling as the most important elements in this type of education.

Accreditation of any sequence or program will be withheld when the level of instruction is not high enough to assure a good professional education. If a sequence or program being considered for initial accreditation does not meet ACEJ standards but there is assurance that deficiencies will be rapidly corrected, the sequence may be placed on provisional status for one year. If a sequence or program being considered for re-accreditation does not meet ACEJ standards but there is assurance that deficiencies will be rapidly corrected, the sequence may be placed on probationary status for one year.

In the statements that follow, the word "unit" will be used to describe the overall area of journalism or communications. The word "program" will be used to describe the individual sequence(s) for which accreditation also has been requested.

1. UNIT OBJECTIVES AND GUIDELINES:
   a. A unit should state its objectives in as concrete form as possible, including specific objectives for sequences offered, and these objectives should be published in its catalogue and descriptive literature.
   b. A unit should claim to educate students only for those areas of this broad field for which it has competent faculty, adequate library facilities, and appropriate equipment.
   c. A unit should be evaluated in terms of its stated objectives. A small school that claims to prepare students for reporting assignments should be judged on the basis of its claims. A school that claims to offer programs in several of the various phases of journalism and mass communications should be judged on the basis of its claims. If the objectives prove to be either too limited or too diffuse, the Council may consider the school's program beyond its purview.
   d. A unit should require that its undergraduate students achieve a ratio of approximately three-fourths-one-fourth of broad liberal arts and sciences to journalism. As a part of the examining process ACEJ will also review the quality and depth of the liberal arts and sciences segment of the overall curriculum. Since graduate students are admitted individually and on the basis of several criteria, ACEJ will examine graduate student credentials separately.
   e. A unit should strive for a ratio of 15-to-1 of students to professors in all seminars and laboratory classes.
   f. As a guideline, ACEJ expects that more than 50 percent of the students in a unit seeking accreditation should be in accredited or accreditable programs. The application of this guideline should be the subject of pre-visit negotiations. For example, a unit may include such programs as speech and other areas which ACEJ is not authorized to accredit, or areas which ACEJ is authorized to accredit, such as a department of television and film, may be located outside the basic journalism unit. During pre-visit negotiations such areas should be eliminated or added before the more-than-50-percent guideline is

applied. ACEJ has no desire to force accreditation upon any unit or program or to dictate campus organization. However, national guidelines require that ACEJ provide its services to all areas where it is authorized to accredit.

g. No unit will be examined if it does not also request accreditation for at least one program.

h. A unit must include all professional graduate programs as part of the overall unit. A school may request that a professional master's program be examined for program accreditation. A unit must determine in advance of the examination, in previsit consultation with ACEJ, which of its master's programs have professional objectives. ACEJ examines only professional master's programs. It does not examine doctoral programs.

2. BACKGROUND EDUCATION.

a. Study in journalism and mass communications should be based on a wide and varied background of competent instruction in the liberal arts and sciences.

b. The unit should be located in an institution with a four-year accredited program in liberal arts and sciences.

c. The liberal arts and sciences background of the student should include wide study in such fields as economics, English, history, languages, literature, philosophy, political science, psychology, sociology, and the sciences, as well as depth in one such field.

d. Any unit designated by ACEJ as an institution in which a student may obtain a professional journalism and mass communications degree should provide sufficient instruction in the discipline and area of concentration to give the student in his first employment a distinct advantage as to reliability and general productivity. ACEJ expects an accredited program to provide the student with basic skills, and also to encourage the motivations of a working professional. The number of credit hours required to provide this vital part of the student's professional education may vary from school to school, but the essence of its fulfillment is considered a requirement of all accredited divisions of journalism and mass communications. As a guide in evaluating the emphasis in fulfilling the foregoing, ACEJ suggests about one-fourth-three-fourths as an equitable ratio between courses in journalism and mass communications, and courses in the arts and sciences. In applying this general ratio, the council recognizes that certain courses labeled "journalism" and "mass communications" may be of a distinctly liberal nature, and that "arts courses" at times carry vocational emphasis.

3. PROFESSIONAL COURSES.

a. The required professional courses for a program should vary with the objectives of the program or sequence, but all students should be instructed in the basic elements of factual writing, editing, communications law and the theory, history, and responsibility of journalism and mass communications.

b. A program should concentrate its professional courses in the last two years of a four-year program, and should not offer more than two full-year professional courses (or equivalent) below the junior year. The purpose of this standard is to permit the student to acquire a basic background in the liberal arts and sciences.

4. FACULTY.
   a. The number of full-time faculty members shall depend upon the scope of sequence offerings. Any program offering, however, should embrace a faculty of sufficient size, academic attainment, and professional experience to provide realistic instruction, research, and service in the areas of concentration. Some person must be designated in charge of any program for which accreditation is sought.
   b. A faculty should bring appropriate professional experience and advanced academic preparation to its students in the areas in which instruction is offered. It is recognized that certain courses are enriched more by professional experience on the part of instructors than are others. It is further recognized, however, that there are points of little return in long periods of professional service, just as there is little to commend part- and short-time periods of service in the profession as grist for enlightening professional experience. ACEJ's increasing emphasis on the student's need for a broad general education should not be interpreted as an abdication of interest in the need to bring the experience and insight of the practitioner into the classroom.

5. FACILITIES.
   a. A unit should have facilities adequate for the objectives that it has established.
   b. A unit should have available an adequate collection of library materials in professional journalism and in the social sciences and other areas related to journalism and mass communications.
   c. Special facilities should be available if the unit proposes to prepare personnel for special fields.

6. GRADUATES.
   a. The professional performance of graduates should be considered as a major item in the accrediting evaluation.
   b. To offer an acceptable program, a unit should produce at least five graduates a year. Accreditation of a specialized sequence should not be sought unless an average of five graduates a year over a three-year period and at least five in the year preceding inspection have availed themselves of the opportunity for specialization.

7. RELATIONSHIP WITH THE MEDIA AND WITH PROFESSIONAL ORGANIZATIONS.
   A qualified school should assume an obligation to maintain a working relationship with the various media in those areas in which it offers educational programs and should cooperate with professional organizations for the maintenance and improvement of standards.

8. PROFESSIONAL GRADUATE ACCREDITATION.

a. Objectives.

A school should state the objectives of its professional master's degree program, which should exceed the intellectual and professional quality of its undergraduate program if one is offered. Course overlap between the two should not be excessive and the aims of the graduate program should be clearly defined for students.

b. Control and Funding.

If the graduate program is under the control of the graduate school the relationships between the graduate school administration and the journalism and mass communications unit should be specified. The unit should demonstrate that funding is adequate for both the undergraduate and graduate programs, where both exist.

c. Students.

The unit should establish clearly the methods by which students without undergraduate journalism education are required to gain the professional competency expected of undergraduate journalism -mass communications trained students. The unit should supply information about the following:

1. Comparison of grades of graduate and undergraduate students in courses taken by students at both levels.

2. Percentage of the unit's undergraduates who continue work at the graduate level in the same unit without intervening professional experience.

3. Time required for a typical student to complete the graduate program.

4. Drop-out rate, and reasons students drop out of the program.

5. Financial aid available to graduate students.

6. Number of graduate students used as teaching, research and other assistants and manner in which they are used and methods of monitoring their performance.

7. Professional experience and academic performance record of current graduate class.

8. Academic and professional accomplishments of previous years' graduate classes, including current employment.

9. Method of selecting students for the program and proportion of applicants accepted.

10. System of advising graduate students.

d. Faculty.

Information provided by the unit about graduate faculty should include:

1. Academic or professional accomplishments required of full- or part-time teachers of graduate courses.

2. Procedure used to determine whether teachers meet standards specified in 1 above.

3. Percentage of graduate courses taught by part-time faculty members.

4. Number of part-time faculty members who teach graduate courses.

5. Internships for credit (if any).

e. Curriculum.

The curriculum of the graduate program should capitalize on the strengths of the university and the unit and should be flexible enough to meet

the individual needs of various students while maintaining its structure. The student's total record should include a reasonable liberal arts component. Information about curriculum should include:

1. Requirements for theses or equivalents and the methods used to evaluate their academic quality.
2. Methods used to supervise and evaluate research activities and professional assignments.
3. System of internships, if any.

f. Facilities.
The unit should provide adequate facilities for graduate instruction, including library facilities.

Reporting Procedure

The right of due process is an integral part of ACEJ accreditation. Throughout the examination, opportunities are given for oral and written responses and corrections. The final action by ACEJ is reported to the chief administrator of the campus upon which the unit being examined is located.

In addition, ACEJ strongly favors having a copy of the report made available to the unit administrator and having the unit which has been examined develop a procedure for sharing the report with its faculty.

Sequences, Publicity

Not all schools with sequences accredited in 1978 or earlier have had the opportunity to gain accreditation of the entire unit. Unit accreditation was instituted experimentally at North Carolina in the spring of 1978. Until a unit has gained overall unit accreditation, only those sequences actually accredited may be so designated.

The long-standing and professional policy of ACEJ is that any reference to accreditation in a school's literature—bulletin, catalog, brochure, publicity release—should simply name the sequence or sequences and state they are accredited by the American Council on Education for Journalism.

It is recognized that a school's use of the accreditation designation may be misapplied and, at times, even misleading. The executive secretary of the Accrediting Committee, therefore, will monitor promotional literature describing accredited units and sequences to ascertain that published statements are in accord with ACEJ actions.

In some instances, it may be necessary for the ACEJ president to inform the president of an institution that ACEJ must release the full report if a school's release of a portion of that report has tended to become misleading.

Transfer Credit

The Council recommends that accredited schools accept for transfer from junior colleges no more than 12 semester hours (or equivalent) in journalism courses.

Appeal Procedure

1. The president of ACEJ appoints a 5-person board each October to hear accreditation appeals. The board is composed of: (a) One journalism-mass communications educator who is not a member of the Council or the Accrediting Committee (b) One professional journalist and one educator from the regular membership of ACEJ (c) One educator from the Accrediting Committee, and (d) One member of the public not involved in journalism or mass communications. No one person is appointed to the board for two or more consecutive years, or shall serve on the board in the case of a conflict of interest.
2. When accreditation is denied an institution, the president of the Council informs the president of the institution and the head of the journalism unit. The appeal procedure open to the institution is explained in this letter.
3. If the president of the institution desires to appeal the decision, it must be done within 30 days of notification of the accrediting decision by the ACEJ president.
4. The appeals board then considers the points raised by the institution president and renders a decision on the appeal at the ACEJ meeting following the meeting at which the decision in question was made.
5. ACEJ then considers the recommendation by the appeal board and exercises its responsibility for making the final accreditation decision.
6. If expenses of an appeal exceed $100, all expenses above that amount shall be paid by the school making the appeal.

List of Accredited Programs

UNIT ACCREDITATION. "Unit" in the following listings indicates the school has availed itself of the opportunity for evaluation of the entire journalism unit [college, school, division, department, etc.] and it implies that at least 51 percent of the unit's students are enrolled in listed accredited programs, and that the unit meets ACEJ standards.

GRADUATE ACCREDITATION. In the past, ACEJ has accredited graduate professional programs when such accreditation was requested by the institution and the institution did not request evaluation of an undergraduate program. In 1978, for the first time, ACEJ began evaluating professional graduate and undergraduate programs in the same unit. Not all schools will necessarily have the opportunity for such evaluation until 1983 or 1984. Such professional programs are designated in the listings below by the notation [Master's Program].

ACEJ does not accredit programs leading to the doctor of philosophy degree, which is considered a research [and not a professional] degree.

The listings show which schools offer the master's degree* or master's and doctorate in journalism or mass communications.**

The name and location of the institution, the journalism unit, the administrative head, the programs accredited, and the most recent date of accreditation:

UNIVERSITY OF ALABAMA, University, AL 35486
School of Communication 205 348-5520
William H. Melson, dean
News-Editorial (1978)

THE AMERICAN UNIVERSITY, Washington, DC 20016
School of Communication 202 686-2055
Lincoln Furber, acting dean
News-Editorial, Broadcast News (1976) (Master's Programs) *

UNIVERSITY OF ARIZONA, Tucson, AZ 85721
Department of Journalism 602 884-2561
George W. Ridge, Jr., head
News-Editorial (1976) *

ARIZONA STATE UNIVERSITY, Tempe, AZ 85281
Department of Mass Communication 602 965-5012
Joe W. Milner, chairman
News-Editorial (1973)

UNIVERSITY OF ARKANSAS, Fayetteville, AR 72701
Department of Journalism 501 575-3601
Harry Marsh, chairman
News-Editorial (1978)

UNIVERSITY OF ARKANSAS, Little Rock, AR 72204
Department of Journalism 501 569-3250
Leonard A. Granato, chairman
News-Editorial (1978)

BOSTON UNIVERSITY, Boston, MA 02215
School of Public Communication 617 353-3450
Donis Dondis, interim dean
News-Editorial, Public Relations (1975) *

CALIFORNIA STATE UNIVERSITY, Fresno, CA 93740
Department of Journalism 209 487-2087
Arthur Margosian, chairman
News-Editorial (1977)

CALIFORNIA STATE UNIVERSITY, Fullerton, CA 92634
Department of Communications 714 870-3517
Kenward L. Atkin, chairman
Advertising, News-Editorial, Public Relations (1978)

CALIFORNIA STATE UNIVERSITY, Long Beach, CA 90840
Department of Journalism 213 498-4981
Ben Cunningham, chairman
News-Editorial (1978)

CALIFORNIA STATE UNIVERSITY, Northridge, CA 91330
Department of Journalism 213 885-3135
Kenneth S. Devol, chairman
News-Editorial (1973) *

UNIVERSITY OF CALIFORNIA, Berkeley, CA 94720
School of Journalism 415 642-3383
Edwin R. Bayley, dean
News-Editorial (1975) (Master's Program) *

UNIVERSITY OF SOUTHERN CALIFORNIA, University Park, Los Angeles, CA 90007
School of Journalism 213 741-2391
Edward P. Bassett, director
News-Editorial, Public Relations (1973) *

COLORADO STATE UNIVERSITY, Fort Collins, CO 80523
Department of Technical Journalism 303 491-6310
David G. Clark, chairman
Technical-Industrial, Radio-Television News and Documentaries (1972)

UNIVERSITY OF COLORADO, Boulder, CO 80309
School of Journalism 303 492-5007
Russell E. Shain, dean
Advertising, News-Editorial (1975) *

COLUMBIA UNIVERSITY, New York, 10027
Graduate School of Journalism 212 280-4150
Elie Abel, dean
News-Editorial (1974) (Master's Program) *

DRAKE UNIVERSITY, Des Moines, IA 50311
School of Journalism 515 271-3194
Herbert Strentz, dean
News-Editorial, Advertising (1972)

UNIVERSITY OF FLORIDA, Gainesville, FL 32611
College of Journalism and Communications
Ralph Lowenstein, dean 904 392-0466
Advertising, News-Editorial, Public Relations, Radio-TV general (1976) *

UNIVERSITY OF SOUTH FLORIDA, Tampa, FL 33620
Department of Mass Communications 813 974-2591
Emery L. Sasser, chairman
News-Editorial, Public Relations (1977)

UNIVERSITY OF GEORGIA, Athens, GA 30602
Henry W. Grady School of Journalism and Mass Communication 404 542-1704
Scott M. Cutlip, dean
Advertising, Public Relations, Radio-Television-Film, News-Editorial (1976) *

UNIVERSITY OF HOUSTON, Houston, TX 77004
Department of Communications 713 749-1745
Campbell B. Titchener, chairman
Radio and Television (general) (1973)

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN, Urbana, IL 61801
College of Communications 217 333-2350
Theodore Peterson, dean
Advertising, News-Editorial (1975) **

NORTHERN ILLINOIS UNIVERSITY, DeKalb, IL 60115
Department of Journalism 815 753-1925
Donald Brod, chairman
Advertising, News-Editorial, Public Relations (1977) *

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, IL 62901
School of Journalism 618 536-3361
Vernon Stone, director
Advertising, News-Editorial (1975) **

SOUTHERN ILLINOIS UNIVERSITY, Edwardsville, IL 62026
Department of Mass Communications 618 692-2230
John A. Regnell, chairman
Television-Radio (general) (1975) *

INDIANA UNIVERSITY, Bloomington, IN 47401
School of Journalism 812 337-9247
Richard G. Gray, director
News-Editorial, Broadcast News, Photojournalism (1976) **

IOWA STATE UNIVERSITY OF SCIENCE AND TECHNOLOGY, Ames IA 50011
Department of Journalism and Mass Commmunication
Robert S. Kahan, chairman 515 294-4340
News-Editorial (1972) *

UNIVERSITY OF IOWA, Iowa City, IA 52242
School of Journaliam 319 353-5414
Kenneth Starck, director
News-Editorial (1978) **

KANSAS STATE UNIVERSITY, Manhattan, KS 66506
Department of Journalism and Mass Communication
Walter Bunge, head 913 532-6890
News-Editorial (1973) *

UNIVERSITY OF KANSAS, Lawrence, KS 66045
William Allen White School of Journalism
Del Brinkman, dean 913 864-4755
Advertising, News-Editorial, Radio-Television (general) (1973) *

KENT STATE UNIVERSITY, Kent, OH 44242
School of Journalism 216 672-2572
Murvin H. Perry, director
News-Editorial, Public Relations (1977)

UNIVERSITY OF KENTUCKY, Lexington, KY 40506
School of Journaliam 606 258-2786
Ronald T. Farrar, director
General Editorial (1977) *

LOUISIANA STATE UNIVERSITY AND AGRICULTURAL AND MECHANICAL COLLEGE, University Station, Baton Rouge, LA 70803
School of Journalism 504 388-2336
Ronald G. Hicks, director
Advertising, News-Editorial (1978) *

MARSHALL UNIVERSITY, Huntington, WV 25701
School of Journalism 304 696-2360
Deryl R. Leaming, director
News-Editorial (1977) *

UNIVERSITY OF MARYLAND, College Park, MD 20742
College of Journalism 301 454-2228
Ray E. Hiebert, dean
News-Editorial, Public Relations (1974) *

MEMPHIS STATE UNIVERSITY, Memphis, TN 38152
Department of Journalism 901 454-2401
Herbert Lee Williams, chairman
News-Editorial (1972)

MICHIGAN STATE UNIVERSITY, East Lansing, MI 48824
College of Communication Arts and Sciences
Erwin P. Bettinghaus, dean 517 355-3410
Advertising, News-Editorial (1977) **

UNIVERSITY OF MICHIGAN, Ann Arbor, MI 48109
Department of Journalism 313 764-0420
Peter Clarke, chairman
News-Editorial (1976) (Master's Program) **

UNIVERSITY OF MINNESOTA, Minneapolis, MN 55455
School of Journalism and Mass Communication
F. Gerald Kline, director 612 373-3565
Advertising, Broadcast News, News-Editorial, Photographic Communication (1976) **

UNIVERSITY OF MISSISSIPPI, University, MS 38677
Department of Journalism 601 232-7146
H. W. Norton, Jr., acting chairman
News-Editorial (1975) *

UNIVERSITY OF MISSOURI, Columbia, MO 65211
School of Journalism 314 882-4821
Roy M. Fisher, dean
Advertising, Magazine, News-Editorial, Newspaper Publishing, Photojournalism, Radio-TV News (1975) **

UNIVERSITY OF MONTANA, Missoula, MT 59812
School of Journalism 406 243-4001
Warren J. Brier, dean
News-Editorial, Radio-TV (general) (1975) *

UNIVERSITY OF NEBRASKA-LINCOLN, NE 68588
School of Journalism 402 472-3044
Neale Copple, director
News-Editorial, Advertising, Radio-Television (general) (1973) *

UNIVERSITY OF NEVADA, Reno, NV 89507
Department of Journalism 702 784-6531
LaRue W. Gilleland, chairman
News-Editorial (1977)

UNIVERSITY OF NEW MEXICO, Albuquerque, NM 87131
Department of Journalism 505 277-2326
James P. Crow, chairman
News-Editorial (1978)

UNIVERSITY OF NORTH CAROLINA, Chapel Hill, NC 27514
School of Journalism 919 933-1204
John B. Adams, dean
Unit, Advertising, News-Editorial, Graduate News-Editorial (1978) **

UNIVERSITY OF NORTH DAKOTA, Grand Forks, ND 58202
Department of Journalism 701 777-2159
Vern Keel, chairman
News-Editorial (1978)

NORTHWESTERN UNIVERSITY, Evanston, IL 60201
Medill School of Journalism 312 492-7371
I. W. Cole, dean
Advertising, News-Editorial, Radio-TV News (1974), Magazine (1975) (Master's Programs) *

OHIO STATE UNIVERSITY, Columbus, OH 43210
School of Journalism 614 422-6291
G. Robert Holsinger, acting director
Broadcast Journalism, News-Editorial, Public Relations, (1977) *

OHIO UNIVERSITY, Athens, OH 45701
School of Journalism 614 594-7311
Guido H. Stempel III, director
Advertising, Magazine, News Writing and Editing, Public Relations, Radio-TV News (1977) **

OKLAHOMA STATE UNIVERSITY, Stillwater, OK 74074
School of Journalism and Broadcasting
Harry E. Heath, director 405 624-6354
Advertising, News-Editorial (1976) *

UNIVERSITY OF OKLAHOMA, Norman, OK 73019
H. H. Herbert School of Journalism
Bob J. Carrell, director 405 325-2721
Professional Writing, Public Relations, Advertising, News Communication (1976) *

OREGON STATE UNIVERSITY, Corvallis, OR 97331
Department of Journalism
Fred C. Zwahlen, chairman 503 754-3108
Technical Journalism (1978)

UNIVERSITY OF OREGON, Eugene, OR 97403
School of Journalism 503 686-3738
Galen R. Rarick, dean
Advertising, News-Editorial, Public Relations, Radio-TV News (1975) *

PENNSYLVANIA STATE UNIVERSITY, 215 Carnegie Bldg., University Park, PA 16802
School of Journalism 814 865-6597
Robert O. Blanchard, director
Advertising, News-Editorial, Broadcast News (1974)

SAN JOSE STATE UNIVERSITY, San Jose, CA 95192
Department of Journalism and Advertising
Dennis E. Brown, chairman 408 277-3161
Advertising, Public Relations, Reporting and Editing, Radio-Television News (1977)

UNIVERSITY OF SOUTH CAROLINA, Columbia, SC 29208
College of Journalism 803 777-4105
Albert T. Scroggins, dean
Advertising, News-Editorial, Radio-Television (1974) *

SOUTH DAKOTA STATE UNIVERSITY, Brookings, SD 57006
Department of Journalism and Mass Communication
Richard W. Lee, chairman 605 688-4171
News-Editorial (1976) *

SYRACUSE UNIVERSITY, Syracuse, NY 13210
S. I. Newhouse School of Public Communications
Henry F. Schulte, dean 314 423-2301
Advertising, Magazine, News-Editorial, Photojournalism (1974) **

TEMPLE UNIVERSITY, Philadelphia, PA 19122
Department of Journalism 215 787-7433
John DeMott, chairman
News-Editorial (1976)

UNIVERSITY OF TENNESSEE, Knoxville, TN 37916
College of Communications 615 974-3031
Donald G. Hileman, dean
Advertising, News-Editorial (1974) **

TEXAS A & M UNIVERSITY, College Station, TX 77843
Department of Communications 713 845-4611
Bob G. Rogers, head
News-Editorial, Agricultural Journalism (1973)

TEXAS CHRISTIAN UNIVERSITY, Ft. Worth, TX 76129
Department of Journalism 817 921-7425
Elden E. Rawlings, chairman
News-Editorial (1973)

NORTH TEXAS STATE UNIVERSITY, Denton, TX 76203
Department of Journalism 817 788-2205
Reg Westmoreland, chairman
News-Editorial (1973) *

TEXAS TECH UNIVERSITY, Lubbock, TX 79409
Department of Mass Communications 806 742-3385
Billy I. Ross, chairman
News-Editorial, Advertising, Telecommunications (1973) *

UNIVERSITY OF TEXAS, Austin, TX 78712
School of Communication 512 471-5775
Wayne A. Danielson, dean
Advertising, Magazine, News-Editorial, Photojournalism, Public Relations, Radio-TV News (1978) **

UNIVERSITY OF UTAH, Salt Lake City, UT 84112
Department of Communication 801 581-6302
Richard Rieke, chairman
News-Editorial, Broadcast Journalism, Telecommunications (1974) *

VIRGINIA COMMONWEALTH UNIVERSITY, Richmond, VA 23284
Department of Mass Communications 804 257-1260
George T. Crutchfield, chairman
News-Editorial (1976) *

UNIVERSITY OF WASHINGTON, Seattle, WA 98195
School of Communications 206 543-2660
Alex S. Edelstein, director
Advertising, News-Editorial, General Radio and Television (1976) **

WASHINGTON AND LEE UNIVERSITY,
Lexington, VA 24450
Lee Memorial Journalism Foundation 703 463-9111
R. H. MacDonald, director
News-Editorial (1977)

WEST VIRGINIA UNIVERSITY
Morgantown, WV 26506
Perley Isaac Reed School of Journalism 304 293-3505
Guy H. Stewart, dean
Broadcasting (1974) *

UNIVERSITY OF WISCONSIN, Eau Claire, WI 54701
Department of Journalism 715 836-2528
Elwood C. Karwand, chairman
News-Editorial (1978)

UNIVERSITY OF WISCONSIN, Madison, WI 53706
School of Journalism and Mass Communication **
William A. Hachten, director 608 262-3690
News-Editorial, Public Relations, Radio-TV News (1975)
Department of Agricultural Journalism **
John Fett, chairman 608 262-1464
Agricultural, Home Economics (1975)

UNIVERSITY OF WISCONSIN, Milwaukee, WI 53201
Department of Mass Communication 414 963-4436
Earl S. Grow, chairman
Radio-Television (general) (1975)

Employment Opportunities

Advertising
- Agency copywriters, account managers, media directors, research directors
- Industrial advertising copywriters, managers
- Magazine advertising managers, salesmen
- Market researchers
- Newspaper advertising managers, classified managers, salesmen
- Radio and Television advertising writers, managers, salesmen
- Retail store advertising copywriters, managers

Agricultural Journalism
- Advertising copywriters, managers, salesmen
- Circulation managers,
- Editors

Book Publishing
- Advertising and promotion managers
- Editors, readers
- Sales Managers, salesmen

Industrial Press
- Advertising copywriters, managers, salesmen
- Business managers
- Circulation managers
- Editors

Magazines
- Advertising managers, salesmen, representatives
- Business and circulation managers
- Editors
- Production managers
- Promotion managers
- Writers

News Agencies
- Copyreaders, editors, managers
- Picture editors, press photographers
- Reporters, correspondents

Newspapers
- Advertising copywriters, managers, national representatives, classified managers, salesmen
- Business and circulation managers
- Critics (art, books, drama, movies, music)
- Columnists
- Copyreaders, copy editors
- Editorial writers
- Editors (book section, city, feature, financial, picture, religious, roto, society, sports, Sunday, wire, women's page)
- Feature writers
- Foreign correspondents
- Photographers
- Promotion managers
- Publishers
- Reporters, rewrite

Public Relations
- Writers, counselors
- Editors, company publications
- Association managers
- Agencies

Radio And Television
- Reporters, photographers
- Announcers, newscasters
- News writers, editors
- Copywriters
- Program directors, station managers, promotion managers
- Time salesmen

Research
- Market researchers
- Research analysts

Syndicates
- Columnists
- Editors
- Managers

Teaching
- College and university professors, directors of publications
- High School teachers of journalism, directors of publications

Careers in Journalism and Mass Communication

Books

The Student Journalist &...a group of some 38 books of 117-200 pages on various fields of mass communication and journalism. Write for catalog to: Richards Rosen Press, Inc., 29 E 21st St., New York 10010. $4.80-$12.50 each.

Do You Belong in Journalism?, Edited by Henry Gemill and Bernard Kilgore, The Wall Street Journal. Book World Promotions, 87 Christie St., Newark, NJ 07105.

Your Career in Journalism., M.L. Stein, Julian Messner, Div., Simon & Schuster, 1 West 39th St., New York. 10018. $7.79.

Booklets and Pamphlets

Your Future in Daily Newspapers. American Newspaper Publishers Association Foundation, P.O. Box 17407, Dulles International Airport, Washington, D.C. 20041, 32 pages. Singles free; 40 cents each in bulk.

Where Shall I Go to College to Study Advertising? Donald G. Hileman and Billy I. Ross, Advertising Education Publications, 3429 Fifty-fifth St., Lubbock, Texas 79413. 36 pages. $1.00.

Jobs in Advertising. Bureau of Education and Research. American Advertising Federation, 1225 Connecticut Ave., NW, Washington, DC 20036. 8 pages.

A Newspaper Career and You. The Newspaper Fund, P.O. Box 300, Princeton, NJ 08540. Single copies free.

Broadcasting the News. National Association of Broadcasters, 1771 N Street, N.W., Washington, DC 20036.

Careers in Radio. National Association of Broadcasters. 1771 N St., N.W., Washington, DC 20036. 24 pages.

Careers in Television. National Association of Broadcasters, 1771 N St., N.W., Washington, DC 20036. 24 pages.

To a Rewarding Career in Journalism. National Newspaper Association, 1627 K St., N.W., Washington, DC 20006.

Business Communication as a Career. International Association of Business Communicators, Suite 928, 870 Market St., San Francisco 94102.

IABC News (monthly), **Journal of Organizational Communication** (quarterly), International Association of Business Communicators, Suite 928, 870 Market St., San Francisco 94102.

Careers in Public Relations. Public Relations Society of America, Inc., 845 Third Avenue, New York 10022. Single copy free. Price listings for multiple copies supplied on request.

Careers for Negroes on Newspapers. *The Newspaper* Guild, 1125 15th St., N.W., Washington, DC 20005.

Advertising: A Guide to Careers in Advertising. Single copies 55 cents postpaid. Quantity discounts available. American Association of Advertising Agencies, Inc., 200 Park Ave., New York, 10017. 18 pages.

Financial Aids

Journalism Scholarship Guide. The Newspaper Fund, P.O. Box 300, Princeton, NJ 08540. Single copies free.

Member Associations

From the Industry

American Newspaper Publishers Association, Jerry W. Friedheim, general manager, P.O. Box 17407, Dulles International Airport, Washington, DC 20041. 703 620-9500.

American Society of Magazine Editors, Robert C. Gardner, secretary, 575 Lexington Ave., New York 10025. 212 752-0055.

American Society of Newspaper Editors, Gene Giancarlo, executive secretary, Box 551, Easton, PA 18042. 215 252-5502.

Associated Press Broadcasters Assn., Walter Rubens, president, KOBE, Drawer X, Las Cruces, NM 88001. 505 526-2496.

Associated Press Managing Editors Association, Joseph W. Shoquist, vice president, The Milwaukee Journal, Milwaukee, WI 53201. 414 224-2000.

Broadcast Education Association, Hal Niven, executive secretary, 1771 N Street, N.W., Washington, D.C. 20036. 202 293-3518.

Inland Daily Press Association, Bill Boykin, executive director, 100 West Monroe St., Chicago, IL 60603. 312 782-0513.

International Association of Business Communicators, John N. Bailey, executive director, Suite 928, 870 Market St., San Francisco, CA 94102. 415 433-3400.

International Newspaper Advertising Executives, Sidney W. Bordelon, general manager, Box 147, Danville, IL 61832. 217 442-1068.

National Association of Broadcasters, Vincent T. Wasilewski, president, 1771 N Street, N.W., Washington, DC 20036 202 293-3500.

National Conference of Editorial Writers. HQ: P.O. Box 34928, Washington, DC 20034. Robert T. Pittman, president, St. Petersburg Times, St. Petersburg, Fla. 33731. 813 893-8111.

National Newspaper Association, William G. Mullen, executive vice-president, 1627 K St., N.W., Washington, DC 20006. 202 466-7200.

National Press Photographers Association, Charles Cooper, executive secretary, Box 1146, Durham, NC 27702.

Public Relations Society of America Incorporated. Rea W. Smith, executive vice president, 845 Third Ave., New York 10022. 212 826-1750.

Radio Television News Directors Association, Len Allen, managing director, 1735 DeSales St. N.W., Washington, DC 20036. 202 737-8657.

Society of Professional Journalists, Sigma Delta Chi, Russell E. Hurst, executive officer, 35 E. Wacker Dr., Chicago 60601. 312 236-6577.

Southern Newspaper Publishers Association, Reed Sarratt, executive vice president, Box 28875, Atlanta, GA 30328.

Western Newspaper Foundation, Lawrence L. Wade, executive director, 9841 Airport Blvd., Los Angeles, CA 90045. 213 641-1983.

Women in Communications Inc., Mary E. Utting, executive director, P.O. Box 9561, Austin, TX 78766. 512 452-0119.

From the Schools

American Association of Schools and Departments of Journalism. Prof. Quintus C. Wilson, executive secretary, Department of Journalism, Northern Illinois University, DeKalb, IL 60115. 815 753-0150.

Association for Education in Journalism, Prof. Quintus C. Wilson, executive secretary (see above).

American Society of Journalism School Administrators, Prof. Donald R. Grubb, exec. director, School of Journalism, Northern Illinois University, DeKalb, IL 60115.

American Council On

Don Carter
President, ACEJ
Knight-Ridder Newspapers, Inc.
One Herald Plaza
Miami, FL 33101
305 350-2231
Representing ASNE

Stuart Awbrey
Vice-President, ACEJ
Hutchinson News
Hutchinson, KS 67501
316 662-3311
Representing IDPA

Edward P. Bassett, '80
School of Journalism
U.S.C.
Los Angeles 90007
213 741-2391
Representing AASDJ

Galen R. Rarick, '79
School of Journalism
University of Oregon
Eugene, OR 97403
503 686-3738
Representing AASDJ

Richard G. Gray, '78
School of Journalism
Indiana University
Bloomington, IN 47401
812 337-9247
Representing AASDJ

Del Brinkman
School of Journalism
University of Kansas
Lawrence, KS 66045
913 864-4755
Representing AEJ

Catherine L. Covert
School of Journalism
Syracuse University
Syracuse, NY 13205
315 423-2301
Representing AEJ

Paul Peterson
School of Journalism
Ohio State University
Columbus, OH 43210
614 422-6291
Representing AEJ

Kenneth Starck
School of Journalism
University of Iowa
Iowa City, IA 52240
319 353 5414
Representing AEJ

Verne Edwards
Journalism Department
Ohio Wesleyan University
Delaware, OH 43015
614 369-4431, ex. 237 or 328
Representing ASJSA

David A. Haberman
Dept. of Journalism
Creighton University
Omaha, NE 68104
402 449-2826
Representing ASJSA

Billy I. Ross
Dept. of Mass Communications
Texas Tech University
Lubbock, TX 79409
806 742-2205
Representing ASJSA

Jerry W. Friedheim
P.O. Box 17407
Dulles International Airport
Washington, DC 20041
703 620-9500
Representing ANPA

Thomas Frawley
Cox Broadcasting
1735 DeSales St.
Washington, D.C. 20035
202 737-0277
Representing APBA

Joseph W. Shoquist
The Milwaukee Journal
Milwaukee, WI 53201
414 224-2300
Representing APME

Frank Bowers
CBS Publications
1515 Broadway
New York 10036
Representing ASME

Wendell Mayes
KNOW
Box 2197
Austin, TX 78767
512 477-9841
Representing BEA

Jacob Wittmer
Sperry New Holland
Franklin & Roberts Ave.
New Holland, PA 17557
717 354-1261
Representing IABC

Education For Journalism

Sidney W. Bordelon
Box 147
Danville, IL 61832
217 442-1068
Representing INAE

Harold Niven
National Ass'n. of Broadcasters
1771 N Street, N.W.
Washington, DC 20036
202 293-3519
Representing NAB

LeRoy E. Smith
Buffalo Evening News
Buffalo, NY 14202
716 849-3434
Representing NCEW

N.S. Hayden
Statesman-Journal Newspapers
Salem, OR 97308
503 399-6611
Representing NNA

Sandra Eisert
Washington Post
Washington, DC 20071
202 223-6000
Representing NPPA

J. Carroll Bateman
Insurance Information Institute
110 William Street
New York, NY 10038
212 233-7650
Representing PRSA

Steve Murphy
WOW-TV, Omaha 68101
402 346-3400
Representing RTNDA

Jean Otto
Milwaukee Journal
333 West State
Milwaukee, WI 53201
414 224-2000
Representing SDX, SPJ

Reed Sarratt
SNPA, Box 28875
404 394-5550
Atlanta, GA 30328
Representing SNPA

King Durkee
Copley Newspapers
Box 1530
La Jolla, CA 92038
Representing WNF

Christy Bulkeley
Danville Commercial-News
Danville, IL 61832
217 446-1000
Representing WICI

Marilyn Ainsworth
School of Law
University of Kansas
Lawrence, KS 66045
913 864-4550
Public member

Wm. Harry Hill, M.D.
3280 Howell Mill Rd. NW
Atlanta, GA 30327
404 351-0010
Public member

Carl F. Sapp
Sapp, Woods and Orr
411 Guitar Bldg.
Columbia, MO 65201
314-442-3195
Public member

Quantity Orders

Up to 10 copies of this booklet will be supplied free on request from schools and educational organizations. Prices for larger quantities:

11 - 100 ..... 25 cents each
101 - 500 ..... 20 cents each

Quantities greater than 500 must be ordered before July 1, at 15 cents each.

Milton Gross, Sec'y-Treas., ACEJ
School of Journalism, University of Missouri
Columbia, Missouri 65211
314 882-6362

Accrediting Committee

John B. Adams
Chairman
School of Journalism
Univ. of North Carolina
Chapel Hill 27514
919 933-1204

Robert L. Jones
Vice Chairman
School of Journalism
University of Minnesota
Minneapolis, MN 55455
612 373-3565

Christy Bulkeley
Commercial News
Danville, IL 61832
217 446-1000

Don Carter (ex officio)
Knight-Ridder Newspapers
One Herald Plaza
Miami, FL 33101
305 350-2231

Pat Cranston
School of Communications
University of Washington
Seattle, WA 98195
206 543-2660

Albert Fitzpatrick
Beacon Journal
Akron, OH 44328
216 375-8111

Charlayne Hunter-Gault
MacNeil-Lehrer Report
WNET, 356 W. 58th St.,
New York 10019
212 262-4200

Cruise Palmer
4900 West 64th Terrace
Prairie Village, KS 66208
913 432-1316

Murvin H. Perry
School of Journalism
Kent State University
Kent, OH 44240
216 672-2572

Theodore Peterson
College of Communications
University of Illinois
Urbana, IL 61801
217 333-2350

Frank B. Senger
Department of Advertising
Michigan State University
East Lansing, MI 48823
517 355-4625

Mary Ann Yodelis Smith
School of Journalism & Mass Communication
University of Wisconsin
Madison, WI 53706
608 262-3690

Ted Sondag
State Journal
Lansing, MI 48919
517 487-4720

Mort P. Stern
Public Affairs
University of Denver
2301 Gaylord St.
Denver, CO 80208
303 753-1964

Vincent Wasilewski
Nat'l Assoc. of Broadcasters
1771 N Street N.W.
Washington, DC 20036
202 293-3500

Richard Yoakam
School of Journalism
Indiana University
Bloomington, IN 47401

Baskett Mosse
Executive Secretary
563 Essex Court
Deerfield, IL 60015
312 948-5840